



2150 River Plaza Drive, Suite 150
Sacramento, CA 95833

Media Buyer: Kurt Snow
Client: No on Question 2
Committee Name: Massachusetts Alliance Against Assisted Suicide
Committee Address: P.O. Box 550121, Waltham, MA 02455
Phone: 617-440-7572
Treasurer: Thomas Harvey
Election Date: November 6, 2012

AVAILABILITIES REQUEST - TV

PLEASE NOTE:

- 1) Please submit electronically via XML or TAM XML file. Please also include a spreadsheet or PDF of the avails, as well.
- 2) If your station plans to change rates weekly, then include each rate, for each program, with the start and end date.
- 3) Use abbreviations for daypart codes: EM, DT, EF, EN, PA, PT, LN, LF, WK.

A) Length: :30

B) Flight Dates: 10/15 – 11/5

C) Book: May '12 adjusted to October/November '11

D) Demo: Adults 35+

E) Programs/Rates:

- I subscribe to Nielsen, however, I will need ratings information for the following:
 1. For new programs not listed in the May/Oct/Nov book, please provide an estimate, and rationale for the estimate
 2. For seasonal programs or specials, e.g. football, award shows, etc., provide the number achieved in the prior year/period.
- Provide movie titles, specials, sports programs

F) Markets: Boston, MA; Springfield, MA

G) Due: E-mail (kurt@gatewaymedia.us) by August 30